

Title of Intervention and Website: Live for Life

Intervention Strategies: Individual Education, Group Education, Campaigns and Promotions, Environments and Policies

Purpose of the Intervention: To increase regular vigorous exercise among employees

Population: Employees of seven companies

Setting: Two sets of manufacturing plants located within a 50-mile radius of each other in Central New Jersey and Northern Pennsylvania with comparable demographic and job-class distribution; worksite-based

Partners: Johnson & Johnson

Intervention Description: Company sites were assigned to either the health screen only control or the health screen and complete Live for Life program intervention.

- Individual Education: Annual health screen with medical encouragement given to initiate or maintain a regular exercise regimen (nurse consultation)
- Group Education: three-hour lifestyle seminar, regularly scheduled programs (smoking cessation, etc.)
- Campaigns and Promotions: newsletters, health fairs, contests and informational displays in cafeterias, hallways and restrooms
- Environments and Policies: All companies made some provision for exercise space; several companies designated specific non-smoking areas

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: not mentioned
- Training: not mentioned
- Technology: not mentioned
- Space: room to perform Health Profile, workout facility, room for lecture and programs
- Budget: not mentioned
- Intervention: nurse, incentives (e.g. clothing, sports equipment), program leaders, space in newsletters, health fair, informational displays
- Evaluation: Health Profile measurement tools

Evaluation:

- Design: quasi-experimental
- Methods and Measures:
 - Health Profile: behavioral, attitudinal and biometric measures (blood pressure, blood lipids, body fat, height, weight, bicycle ergometry)

Outcomes:

- Short term Impact:
 - Total daily energy expenditure in vigorous activity increased 104% among employees at health promotion program companies and 33% among employees exposed to an annual health screen
 - VO₂max increased 10.4% in health promotion program companies
 - Changes in exercise habits and physical fitness were well distributed throughout the work force
 - 22.6% of all smokers in intervention companies quit smoking during the 2-year period compared to the comparison companies where 17.4% quit. Approximately 4-5% of smokers in the general population quit annually.
 - At intervention companies, 32% of all employees at high risk for heart disease quit smoking vs. 12.9% of high-risk employees at the health-screen-only companies.
 - At companies where a seatbelt intervention was emphasized, there was a 61% increase of seatbelt use at a 6-month follow-up.

- Exercise habits were maintained over two year period
- Long Term Impact: not mentioned

Maintenance: Not mentioned

Lessons Learned: The results of this investigation demonstrate that a company-wide exercise initiative can produce a wide-spread and clinically significant increase in the number of employees who exercise regularly.

Citation(s):

Blair, S. N., P. V. Piserchia, et al. (1986). "A public health intervention model for work-site health promotion. Impact on exercise and physical fitness in a health promotion plan after 24 months." *Jama* 255(7): 921-6.

Breslow, L., J. Fielding, et al. (1990). "Worksite health promotion: its evolution and the Johnson & Johnson experience." *Prev Med* 19(1): 13-21.